

Romulus Andri Prakoso

Jl. Curug Kencana No. 8, Curug Mekar, Semplak, Bogor, 16113 • +62 812-9086-0529
roms.andri@gmail.com • [linkedin.com/in/romulus-andri-823202135/](https://www.linkedin.com/in/romulus-andri-823202135/)

Executive Summary

PR, Brand, and Marketing professional with **10+ years of experience** across media relations, brand activation, event production, and business development in **technology, automotive, music, and creative industries**. Proven in executing strategic PR and media activation initiatives, managing tiered media engagement, and delivering experiential campaigns that strengthen brand credibility and market presence.

Expertise:

PR & Brand

- Public Relations & Media Relations
- Brand Communication & Positioning
- Media Activation & Experiential Marketing

Marketing & Campaign

- Marketing Activation & Integrated Campaigns
- Campaign Planning & Execution
- Product Launch & Go-to-Market Support

Execution & Collaboration

- Event Strategy, Production & Activation
- Stakeholder & Cross-Functional Collaboration

Professional Experience

Dreams Conquest

Public Relations Account Executive (Client : BYD)

Dec 2023 - Present

- Contributed to BYD achieving a **Top 6 ranking among all automotive brands in Indonesia (GAIKINDO)** as the only EV brand through strategic PR and nationwide media exposure.
- Led **50+ media activities (2023–present)** engaging **tier 1–3 automotive, general, and technology media** via national and local events.
- Coordinated **international media engagements in China** for tier 1 media, while activating tier 2–3 media through localized Indonesian events.
- Strengthened brand positioning as a **technology-driven company** through PR narratives, media activation, and experiential initiatives focused on innovation and product experience.
- Generated **credible reviews, testimonials, and third-party validation** through hands-on media activation and experiential programs.
- Acted as the main PR liaison, managing media and stakeholder relations and collaborating with creative, digital, and account teams to deliver integrated brand campaigns.

PT Citra Intirama

Product Specialist Coordinator and Marketing Communication Coordinator **Nov 2021- Oct 2023**

- Managing Brand: Nord, Roland, M Audio, Alesis, Akai, Samson
- Managed product knowledge and positioning for **keyboard and piano product lines** across multiple international music instrument brands.
- Produced **product reviews and articles** to support brand communication, media engagement, and consumer education.
- Conducted **market and customer analysis** to identify trends, audience preferences, and insights supporting marketing and pricing strategies.
- Developed and executed **marketing and promotional plans**, including advertising, campaigns, and product launches.
- Delivered **product training** for sales and customer service teams, improving product understanding, messaging consistency, and selling effectiveness.
- Coordinated with **musicians, contributors, and endorsers**, including evaluation and selection of suitable KOLs to strengthen brand relevance.
- Supported **brand and product evaluation** for music instruments to identify market opportunities and competitive positioning.
- Managed **website development and content (WordPress)** and coordinated **digital marketing activities**, including monitoring and analysis across Instagram, LinkedIn, TikTok, and website platforms.

PT Tri Putra Cerdas

Business Development and Analyst **Feb 2021 - Jun 2021**

- Monitored and analyzed **construction project progress** to ensure completion aligned with planned timelines.
- Coordinated with **vendors and external partners** to support procurement and transactional activities.
- Prepared and managed **budgeting and cost planning** for construction and operational needs.
- Analyzed **product offerings and business positioning** within the market to support decision-making.
- Organized **monthly stakeholder events**, including corporate and networking activities, to maintain relationships and engagement.

Inter Urban

Marketing, Event Coordinator, Activation **Jun 2012 - Dec 2020**

- Planned and executed **event production and music concerts**, including media campaigns and brand activations.
- Developed **creative concepts and activation strategies** aligned with client objectives and event goals.
- Prepared and managed **event budgets and financial plans**, ensuring cost control and efficient execution.
- Coordinated with **vendors, venues, artists, musicians, and talents** to support end-to-end event delivery.
- Selected and managed **performers and talents** based on event positioning and audience relevance.
- Drafted and managed **contracts and agreements** with artists, vendors, and related parties.

PT. Tri Satya Mandiri
New Business Development

Jul 2018 - Aug 2019

- Analyzed **business and market trends** to identify growth opportunities.
- Supported the **development of new products**, from concept to market readiness.
- Assisted in **marketing and promotion activities** to support product adoption.
- Planned and executed **internal and external events** to support product launches and business initiatives.
- Conducted **ongoing research on business development** to support strategic decision-making.

Vivace Music School (LCM certified)
Music Teacher

Jun 2007 - May 2010

- Taught piano and electone courses under an LCM-certified curriculum.

Project Experience (Selected Projects)

Exhibitions & Brand Events

- **ILDEX** (International Livestock, Dairy, Meat Processing and Aquaculture Exposition) – *Exhibition* (2017–2019)
- **Indonesia International Motor Show (IIMS)** – *Exhibition* (2024–2025)
- **GAIKINDO Indonesia International Auto Show (GIAS)** – *National & Regional Exhibitions* (2024–2025)
- **GJAW** (GAIKINDO Jakarta Auto Week) – *Exhibition* (2024–2025)
- **Brand Launch BYD** – *National Brand Launch Event*
- **Brand Launch DENZA** – *National Brand Launch Event*

Media & PR Activation

- **Media Test Drive (National & International)** – *BYD & DENZA full product lineup*
- **Media Automotive Gathering** (2024–2025)
- **CSR “Campus to Campus”** – **BYD Talk** (ITB, Universitas Jenderal Soedirman, Universitas Hasanuddin)

Campaigns & Lifestyle Events

- **Festival Ayam dan Telur** – *Integrated Campaign* (2013–2019)
- **Event Keuangan Syariah Fair** – *Public Campaign & Exhibition* (Surabaya, 2016)

Music & Creative Industry

- **Java Jazz Festival** (2016–2022)
- **Hammersonic Festival** (2022)
- **Threeformation Music Concert** (2017–2019)
- **SPEAK Music Concert** (2016–2019)

Business & Brand Initiatives

- **Ayam Kane & Hayati** – *F&B Business Project* (2015)

Education - Degree

Bachelor of Business Administration (B.B.A.) – International Business, Graduation Year 2017 Atma Jaya Catholic University of Indonesia, Jakarta

Education – Non Degree

Business Intelligence Analyst – 2022

Binar Academy

Skills

- Communication & Media Handling
- Brand & Marketing Strategy
- Leadership & Team Collaboration
- Project & Event Management
- Problem Solving & Decision Making
- Analytical & Market Insight
- Digital & Content Coordination (WordPress)
- Music & Creative Industry Knowledge

Certification

- Google – The Fundamentals of Digital Marketing
- Berklee College of Music Online – Music Business Foundation
- Berklee College of Music Online – Building Your Career in Music
- Berklee College of Music Online – Copyright Law in the Music Business
- Yamaha Music Course – Piano
- London College of Music – Music Theory & Electone